

IV. The Second Phase: Promoting International Outreach

One trend that became apparent as the number of Japanese foundations continued to grow in the mid-1970s was their interest in becoming involved in activities in developing countries, particularly in Southeast Asia. This generally reflected the increasing awareness among Japanese that Japan should play a more positive international role commensurate with its growing economic strength. Clearly that awareness was, in part, a reaction to anti-Japanese sentiment in Southeast Asia, as evidenced by the stone-throwing incidents in Jakarta and Bangkok at the time of Prime Minister Kakuei Tanaka's visit in January 1974. Nevertheless, there was genuine interest among Japanese foundations in building a more constructive Japanese relationship with Southeast Asia through a greater nonprofit commitment to cooperation with Southeast Asian nations and organizations. JCIE's overall activities in the late 1970s started emphasizing policy dialogue and joint policy research with Asian neighbors, such as was initiated in the ASEAN-Japan Dialogue Project starting in 1977 and the Korea-Japan Intellectual Exchange Program in 1977, moving beyond the almost exclusive emphasis on the U.S.-Japan relationship.

The second phase of JCIE's International Philanthropy Project, thus, was designed to encourage and

facilitate cooperative participation by Japanese foundations and other nonprofit organizations in exchange and joint projects involving Southeast Asia. The project strategies employed were similar to the first phase, comprised of study missions, research/surveys, international symposia, and other information dissemination activities. One feature new to the second phase activities was that it included efforts to facilitate actual grant-making by Japanese foundations and corporations in support of development efforts in Asia. It was felt that such an action-oriented approach was needed at that point of philanthropic development, in addition to its earlier goals of consciousness-raising, providing information and contacts, and identifying needs and priorities for philanthropic support.

1. *Publication of Survey Report: Activities of Japanese Nonprofit Organizations in Southeast Asia* (April 1977)

This survey was originally commissioned to JCIE by the Toyota Foundation in 1976 as it was preparing for full-scale activities in Southeast Asia, a priority area of the Foundation since its founding in 1974. With the Toyota Foundation's consent, and with a Ford Foundation grant, the survey was translated into English and published in April 1977. It was felt that the survey report would be useful in facilitating systematic exchange activities on the private sector level between Southeast Asia and Japan. The survey contained the description of activities of major quasi-governmental organizations as

well as private, nonprofit organizations. Only seven Japanese private foundations were included in this survey report.

2. *Publication of Survey Report: Research Institutes and Development Organizations in Asia* (March 1978)

Following a study conducted by JCIE staff throughout 1977 of research institutions in five ASEAN countries and Korea, as well as regional international organizations, a report was compiled in Japanese. The activities, organizational structure, budget, funding sources, and other relevant information were provided for each organization. Selection of the organizations was made on the basis of the likelihood that they might develop collaborative relationships with Japanese private foundations, corporations, and other nonprofit organizations. The number of organizations covered was as follows: Indonesia 18; Singapore 4; Thailand 12; the Philippines 18; Malaysia 12; Korea 25; and regional organizations 11.

3. *Publication of Survey Report: Revised Edition of Philanthropy in Japan* (March 1988)

As JCIE had entered into a new phase of the International Philanthropy Project, it was decided that the survey report originally published in 1975 should be updated. The rationale for this was stated in the introduction as follows:

The reason to update the survey report at this point is that the past three years have witnessed some further significant developments in Japanese philanthropy which should be of interest to institutions and individuals in the field of philanthropy abroad, many of whom have themselves willingly engaged in exchange with Japanese counterparts during this period. Moreover, it was felt that a considerable number of Japanese foundations are on the threshold of rising to a new level of international involvement, and that renewed information exchange facilitated by this revised survey report would help promote future international activities of Japanese philanthropic organizations.

The revised edition was published both in English and Japanese. The report contains an overview report and description of 50 private foundations, 2 charitable trusts, and 3 special corporations.

4. Survey on Cooperative Activities of American and European Foundations in Asia (1979)

This survey was commissioned by the Vehicle Racing Memorial Foundation, whose executive director, Hiroshi Kanda, was actively exploring the possibilities of foundation activities in Southeast Asia. The report, published in Japanese by the Vehicle Racing Memorial Foundation, consists of two overview sections, one on the history of American and European foundation involvement in Asian countries and changing priorities, and the other on current activities of American and European foundations in Asia. The directory section of this report

lists 10 American foundations and independent development organizations and 8 European foundations.

5. Study Mission to Southeast Asia (November 1978)

From November 5 to 16, 1978 an 11-member delegation of Japanese foundation officials and corporate officers visited the Philippines, Thailand, and Indonesia. The programs included the following: (1) exchange of views with local foundation representatives from organizations such as the Philippine Council on Foundations, Philippine Business for Social Progress, and Yayasan Dian Desa; (2) discussion with intellectual leaders and development experts such as Soedjatmoko, and faculty or staff members of Thammasat University, the University of Indonesia, Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA), and International Rice Research Institute (IRRI); (3) a briefing by American foundation representatives, such as Peter Geithner of The Ford Foundation's Bangkok office, Albert Nyberg of the Rockefeller Foundation's Jakarta office, and Ted Smith of The Ford Foundation's Jakarta office; and (4) field trips to agricultural development projects, human resources development projects, environmental protection projects, and archaeological preservation projects.

6. International Symposium on Priorities for Philanthropy in Southeast Asia (November 7-9, 1979)

This symposium was billed as “not merely an occasion for exchange of information and views, but a step toward action.” A number of leading Southeast Asians from nonprofit private organizations, local communities, universities and research institutions, and American and European foundations, as well as development experts and 75 Japanese from foundations, private corporations, universities, and government agencies attended the symposium. The discussion agenda was as follows:

Southeast Asian needs and the role of foreign private foundations

Philanthropic activities of foreign corporations in Southeast Asia—problems and opportunities

Priorities and prospects for private philanthropy in Southeast Asia

The overseas participants were as follows:

Jose Abueva	Secretary, United Nations University, Tokyo
Günter Bill	Southeast Asia Representative Konrad Adenauer Foundation
Joseph Black	Representative for Indonesia Rockefeller Foundation
Chai Un Chung	Asan Foundation, Korea
John Cool	Associate Representative for the Philippines, The Ford Foundation

Carl J. Green	Representative for Japan The Ford Foundation
Ismid Hadad	Director, Institute for Social and Economic Research
James Harris	Vice President, Allied Chemical Foundation
Pum-joon Koh	Secretary, Korean Traders Scholarship Foundation
Porter McKeever	Vice President, JDR 3rd Fund
Akin Rabibhadnana	Director, Thai Khad Research Institute
Datus Smith	Trustee, JDR 3rd Fund
Anton Soedjarwo	Director, Dian Desa Foundation Indonesia
John Sommer	Special Assistant to the Administrator, U.S. AID
Bienvenido Tan	President, Philippine Business for Social Progress

The JCIE report, *Survey of Cooperative Activities of American and European Foundations in Asia*, described above, provided the basis for conference discussion.

7. Establishment of the Asian Community Trust (ACT) (November 9, 1979)

Marking a significant turning point in Japan's philanthropic development, its first two charitable trusts were created in 1977, applying the Trust Law of 1922. Their funding reflected the strong desire of trust compa-

nies in Japan to establish non-commercial trusts. The first to be established was the Imai Memorial Charitable Trust for Overseas Cooperation, and its success indicated the possibility of individual participation in philanthropic activities without cumbersome procedures for the establishment of nonprofit juridical persons. Taking advantage of this new system, JCIE initiated a plan to establish a charitable trust, the first of its kind, based on general fund-raising efforts, and enlisted all of the eight trust companies in Japan as joint-trustees. The concept was drawn by Yamamoto from the model of community foundations in the United States. Professional staff, in this case program officers assigned to the task from the JCIE staff, would make field trips to Asian countries to identify grant opportunities and make follow-up evaluations. Initially, Michio Ito of JCIE staff was made executive secretary of the Asian Community Trust (ACT) with two additional staff and, in addition to other activities related to philanthropic development in Japan, promoted ACT initiatives. George and Abby O'Neill made annual contributions of \$10,000 to JCIE from 1979 to 1981 in support of the assignment of staff to ACT activities. The Ford Foundation provided a \$20,000 grant for the ACT secretariat during 1982-83 period. An Advisory Committee was created comprising leading private citizens well-versed with the development needs of Asian countries to serve as a selection committee. It included Takeshi Watanabe, former President of the Asian Development Bank, Saburo Okita, former Foreign Minister, Nobuhiko Ushiba, former Minister of External Economic Affairs, and Masahide Shibusawa, Director of East-West Seminar.

ACT extended grants totalling 163,971,438 yen between 1980 and 1990 for 191 projects in Asian developing countries. The grants have supported agricultural and rural development, teacher training, improved village health and nutrition programs, environmental conservation, and other development projects. In addition to grant-making activities based on general contributions, ACT has encouraged the establishment of special funds within funds for specific purposes, and 11 such trusts have been established within ACT, for a total endowment of 170 million yen. The professional staff of ACT undertakes grant-making activities on behalf of these special trusts. ACT staff also facilitates international grant-making activities of some other charitable trusts and private foundations, such as the Imai Charitable Trust for Overseas Cooperation, the J. Kawakami Memorial Charitable Trust, and the Iwatani Naoji Foundation. For several years in the initial stage of its activities, ACT staff also provided staff services for the Foundation for Asian Management Development created in 1983 by major electronic corporations belonging to the Electronic Industries Association of Japan.

8. Study Team on Needs of Universities and Research Institutes in Southeast Asia (July-August 1981)

JCIE organized a six-person study team headed by Genkichi Hara, executive director of the Kajima Foundation, to visit universities and research institutions mainly in science, technology, and engineering fields, in

order to identify the opportunities for cooperative activities of Japanese foundations in these fields. A report on the mission was compiled by the study team and published in Japanese in May 1982.

9. Survey on Voluntary Organizations in Asia (1984)

This survey was commissioned by the Vehicle Racing Memorial Foundation and published in September 1984 in two volumes. The first volume provided analyses by JCIE's Michio Ito on Japanese NGOs active in Asian countries and of indigenous NGOs in the Philippines, Thailand, Malaysia, Indonesia, Bangladesh, and Nepal. The second volume provided a directory of 10 Japanese NGOs and 78 NGOs in the countries mentioned above. This study, along with similar studies, helped Michio Ito to establish the Japanese NGO Center for International Cooperation (JANIC) in 1987.